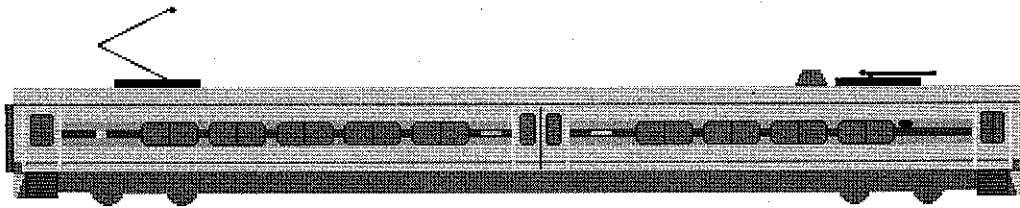


# **Northwest Indiana Regional Development Authority**

## **Request for Funding** by **Northwest Indiana Forum**

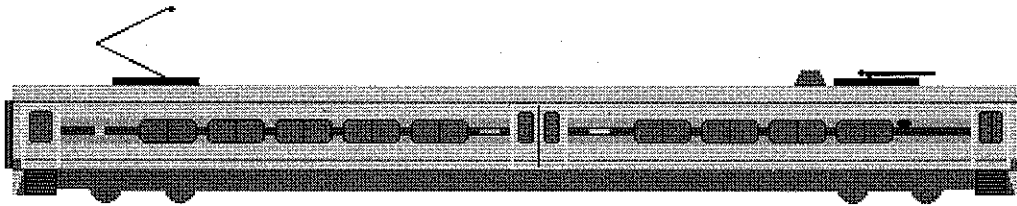
**August 2007**



## **BRIEF**

<b>Project Title</b>	West Lake Corridor Project
<b>Date</b>	August 7, 2007
<b>Applicant</b>	Northwest Indiana Forum
<b>Contact Person</b>	Vincent H. Galbiati, President& CEO
<b>Address</b>	6100 Southport Road, Portage, IN 46383
<b>Phone</b>	219-763-6303
<b>Legal Status</b>	501 (c) 3/501 (c) 6
<b>Project Description</b>	Public education & outreach for transit development
<b>Economic Impact</b>	Increase regional economy by \$32.2 billion and 26,000 jobs*
<b>Quality of Life Impact</b>	Improved air quality Reduced congestion Reduction of fuel consumption Access to high wage/grow jobs
<b>Total Project Cost</b>	\$870,000
<b>Funding Request</b>	\$130,000

\*Northwest Indiana Regional Development



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## **Overview**

Northwest Indiana is a growing region and its transit needs are increasing. NICTD is poised to expand its service to Munster and then on to Lowell and Valparaiso. Investing in the expanded South Shore commuter lines will create more than 26,000 new jobs; increase disposable personal income by \$600 million; and better connect the region to the \$350 billion Chicago economy that has 500,000 jobs.

## **Key Considerations**

### *Local Match for Federal Funding*

In order to qualify for federal funding Northwest Indiana will have to show a dedicated local funding source. The federal government will contribute half the cost of the project, but first Northwest Indiana will have to demonstrate the ability to raise their share of funding. The project cost is estimated at \$1 billion equally shared by the local and federal governments.

### *Public Support*

The dramatic reversal of support for the Iliana Expressway was due to the perceived lack of support by the general population. When in fact polling showed the slight majority of citizens in Northwest Indiana did back the construction of the roadway.

It is essential that perception mirrors the reality that a clear majority supports extension for the South Shore.

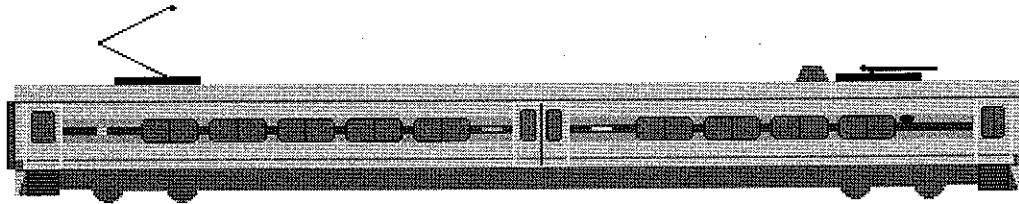
It is critical to the success of the project that the citizens of Northwest Indiana are educated on the advantages of commuter rail and transit networks.

## **Proposal**

The Northwest Indiana Forum is proposing a public campaign to inform and educate Lake and Porter County citizens on the importance of growing transit development in northwest Indiana and the financial mechanisms used to invest in their communities.

Below we have outlined the elements of the grassroots crusade to ensure the non-federal source match for the extension of the South Shore commuter lines to Munster and then to Lowell and Valparaiso

The Northwest Indiana Forum views this initiative as a public outreach program that can be applied to the Northwest Indiana Regional Development Authority's Comprehensive Economic Development Plan; it is a regional collaboration and involves several funding sources contributing equitably.



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## **Expectations from Professional Management**

**Consulting: \$110,000**

### *Focus*

Professional management is expected to create a successful campaign with the goal to prove to the legislature and Governor's office there is broad-based support for NICTD (or appropriate entity) to have the authority to generate revenue for the expansion of the commuter rail service.

### *Experience*

#### **Strategic Resources:**

- Strategy Consultants
- Media Relations
- Coalition-building and Mobilization
- Graphic Design
- Web Development/Database Management
- Event Management

#### **Managing Public Policy:**

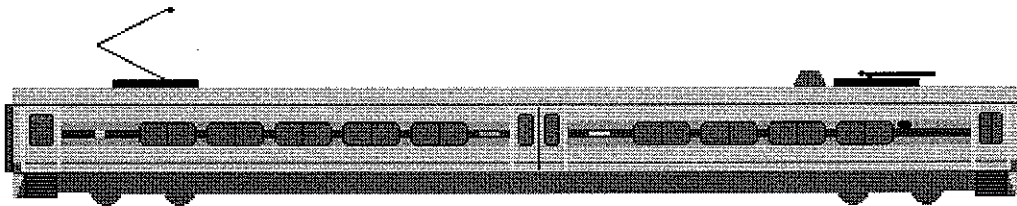
- Managing legislative, regulatory and issue campaigns with proven track records in
  - Corporate Relations
  - Government Policy
  - Institutions Advocacy

#### **Successful Track Record - Transportation and Transit Initiatives:**

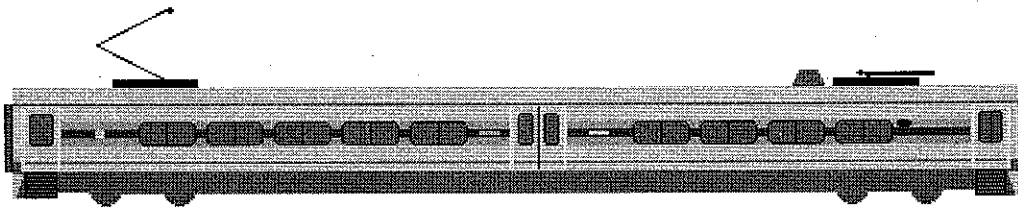
### *Scope of Responsibility*

The retained professional should deliver:

- Strategic public opinion research:
  - Guide message
  - Develop tactics
  - Prioritize resources
  - Develop benchmark surveys
  - Organize focus groups
    - Design of literature and content
  - Core deliverables
    - Perceived importance
    - Level of voter support
    - Identification of arguments
    - Identification of advocates and opposition
    - Key spokesperson – favorable
    - Key spokesperson – unfavorable



- Message Development:
  - Articulate benefits
    - Emotional level
    - Intellectual level
    - Financial level
  - Develop compelling message – winning the hearts and minds
    - Individuals
    - Businesses
    - Organizations
  - Inspire and motivate the public to take action
    - Adopt unique messages to specific communities
- Material Development:
  - Logo/Branding
  - Tagline
  - Campaign Website
  - Basic Campaign Material
  - Maps, Graphics
  - Video/PowerPoint – public presentation literature
  - Design Direct Mail
  - Design and write briefing materials
  - Design promotional material
  - Coalition toolkit
- Coalition-Building and Mobilization
  - Engage and coordinate partnerships
  - Generate the understanding for legislation to help fund rail expansion
  - Building the case for rail expansion:
    - Outreach tools for:
      - Local public officials
      - Chambers
      - LEDOs
      - Faith-based organizations
      - Environmental Advocacy Groups
  - General Public Outreach
    - Town Hall Meetings
    - Identifying Opinion Leaders
    - Design the Letter Campaign
    - Online Strategies
      - Website
      - Blog
      - E-Blasts



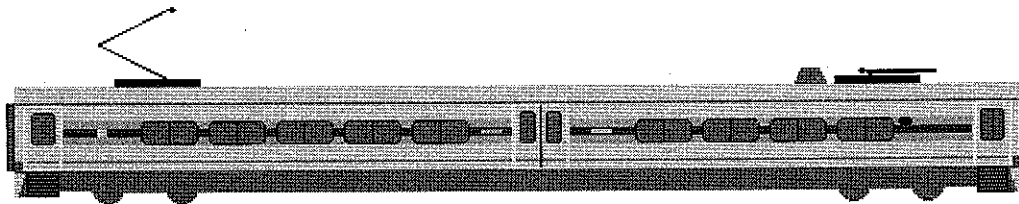
- Campaign Kick-Off
- Speakers Bureau
- Grassroots Centers
- Media Relations
  - Establish an oversight group
  - Online newsroom
  - Database management
  - Scheduled news releases
  - Pitch – Elevator – messages
  - Editorial Board meetings
  - Op-ed/letter to the editors
  - Media Prep:
    - Question and Answer review
    - Development of talking points
    - Press conference
    - Response team
  - Paid Media
    - Bill Board design
    - Publication Ads

**Staff: \$60,000**

*Focus*

To implement the full campaign strategy three fulltime positions have been identified:

- **Web site/E-Campaign Manager**
  - Responsibilities
    - Design and maintain the West Lake website
    - Manage the database and coordinate the e-mail campaign
    - Cultivate “blog” messaging
    - Manage “straw” polling for “Rapid Response” team
    - Assist with message development



- **Field Director**

- Responsibilities

- Manage grass roots initiatives
      - letter writing campaign
      - creating centers
      - phone banks
    - Assemble focus group
    - Develop and manage community “ambassadors”
    - Organize support groups for “town hall” and “county hall” meetings
    - Manage literature distribution
    - Coordinate with Chamber of Commerce events
    - Managing databases
    - Fund raising
    - Yard sign distribution

- **Marketing Assistant**

- Responsibilities

- Analyze data for message adjustments
    - Establish message and talking points
    - Design collateral material
      - Coordinate direct mail program
    - Develop a “Speaker’s Bureau”
      - Creating and adjusting talking points
      - Develop speaking schedules
    - Coordinate Bill Board Campaign
    - Coordinate polling

**Hard Costs: \$700,000**

• Polling	\$75,000	1 Benchmark Survey @\$45,000
		3 Message polls @ \$10,000
• Website	\$30,000	Design & E-campaign
• Billboards	\$100,000	5 Billboards for 6 months
• Brochures	\$100,000	25,000 pieces
• Phone Banks	\$50,000	
• Direct Mail	\$300,000	7 separate mailings
		95,000 households/mailings
• Print Ads	\$45,000	3 full page ads